

ORDER



Orders

Order / Rev: 711248

Alt Order #: 06302446

Product Desc: ISSUE(OH-16)/3202

Estimate: 3202

Flight Dates: 09/27/12 - 09/30/12

Original Date / Rev: 09/06/12 / 09/06/12

Order Type: Political

WKYC

Primary AE: Dan Foster

Sales Office: T-CHI

Sales Region: NAT

Agency

Name: Adelstein & Associates

Buying Contact:

Billing Contact:

222 W Ontario Ste 600

Chicago, IL 60610

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: American Federal State County Munic

Demographic: A35+

Product Codes: IS-Issue/Non Ballot

Priority: P-3

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$34,700.00	\$29,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$34,700.00	\$29,495.00	0.00
Totals	13	\$34,700.00	\$29,495.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	24%	\$34,700.00
Market	100%	\$144,583.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	14%	\$20,241.67
WJW	14%	\$20,241.67
WOIO	47%	\$67,954.17
WUAB	1%	\$1,445.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	09/29/12	09/29/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	0	\$0.00
NBC Today Show (Sa)															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	09/24/12-09/30/12		SAT TDY		7a-9a	-----Sa--	:30		(\$2,500.00)		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
[Prgrm Change]															
2	WKYC	09/27/12	09/28/12	M-F 5-6p	CM	5p-6p	---TF--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Dr. Phil															
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WKYC	09/30/12	09/30/12	Football Night in America	CM	Various	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				Football Night In America											
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S		1		\$10,000.00		0.00					
													Totals	13	\$34,700.00